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CENTRAL FAX CENTER****APR 20 2007****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In Re Application of : Vladimir Pentkovski, et al.
Application No. : 10/813,942
Filed : 03/30/2004
TC/A.U. : 2186
Examiner : Paul W Schlie

Docket No. : 42P18224
For : IMPROVING STORE PERFORMANCE

Commissioner For Patents
P.O. Box 1450
Alexandria, VA 22313-1450

PRELIMINARY AMENDMENT AND RESPONSE

Dear Sir:

In response to the final Office Action of December 20, 2006, please refer to the following remarks regarding the above-identified application.

Amendments to the specification: begin on page 2

Amendments to the claims: begin on page 4

Amendments to the drawings: NONE

Remarks/Arguments: begin on page 11